Carlsbad Business Academy Overview & Bus Tour

September 10, 2013

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Session 1: Overview & Bus Tour

- Welcome

- Program Overview

- Land Development Overview

- City Bus Tour

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Session 2: Governance & Goals

- City Government Overview: Vision, Goals, and Responsibilities

- City of Carlsbad Budget Process

- How to Become Involved

- Economic Development in Carlsbad

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Session 3: Quality Service for Businesses

- Police, Fire and Emergency Management
- Library Resources for Businesses
- What's going on in the Village?
- Major City initiatives

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Session 4: Starting & Growing a Business in Carlsbad

- Business License

- Business Services

- Process Improvements: Striving to Serve You Better

- Transportation

- Question & Answer Session and Graduation Ceremony with City Council

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Land Development Overview

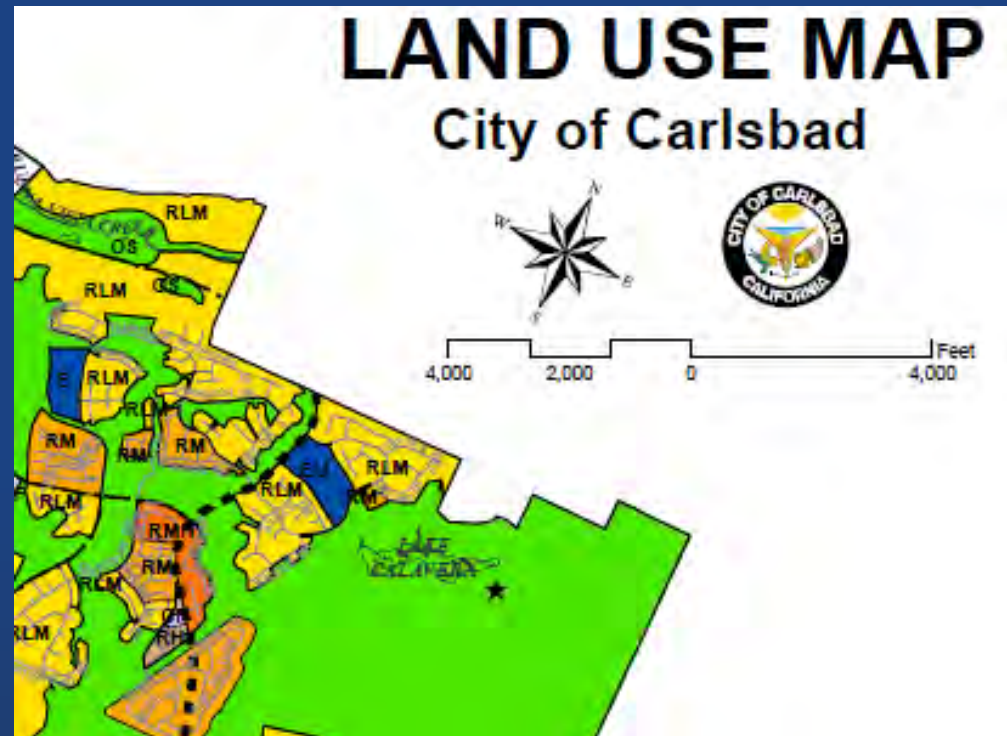- General Plan
- Growth Management Plan
- Future Growth Area

Corey Funk
Associate Planner
Planning Division

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What is a General Plan?

- The long range policy "blueprint" for the future growth and development of the city
- Establishes distribution of land use by type and intensity
- Governs most land use and development approvals
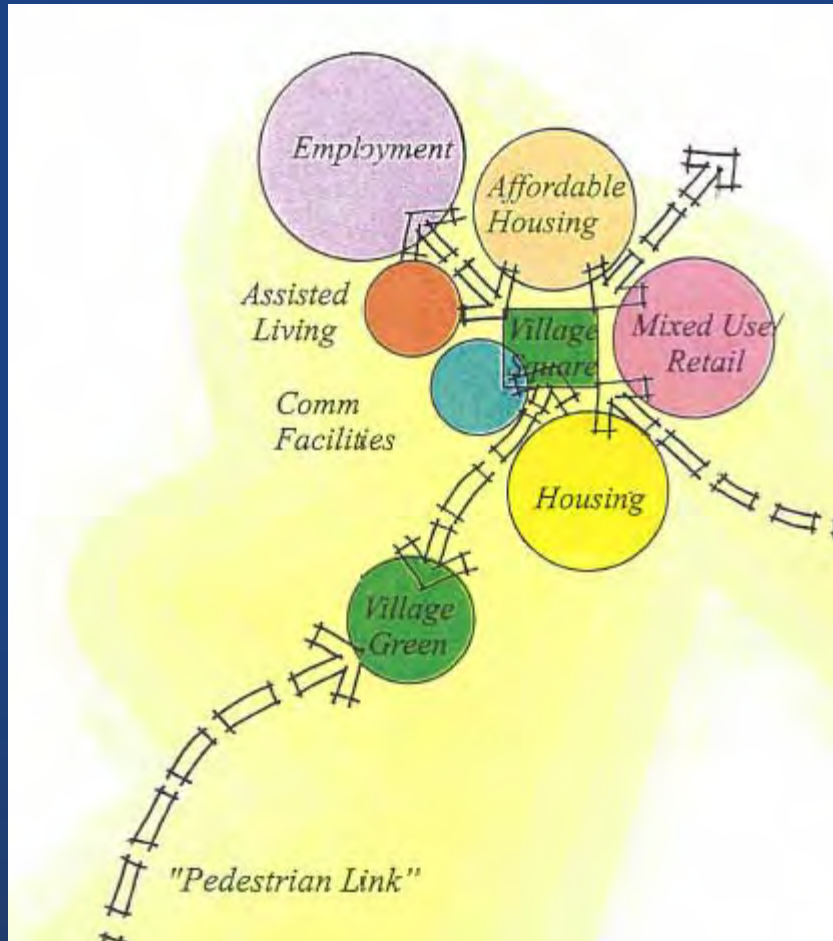- Required by state law

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Elements of the General Plan

- Land Use
- Circulation
- Housing
- Open Space & Conservation
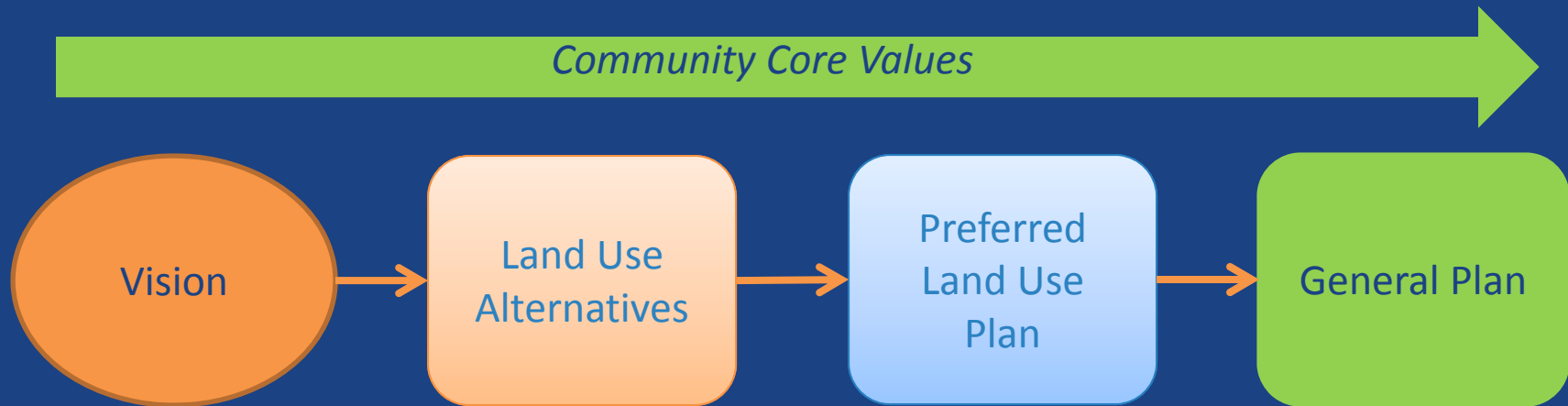- Noise
- Public Safety
- Parks & Recreation
- Arts

LAND USE MAP
City of Carlsbad

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Why is it important?

- Affects where we:
  - Live
  - Work
  - Shop
  - Play

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General Plan Update

- Existing General Plan from 1994
  - Growing city
  - Available land to accommodate growth
- Now needs are different
  - Less vacant land → more infill and redevelopment
  - Protect and enhance quality of life

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Envision Carlsbad Process

Community Core Values →

Vision → **Land Use Alternatives** → **Preferred Land Use Plan** → **General Plan**
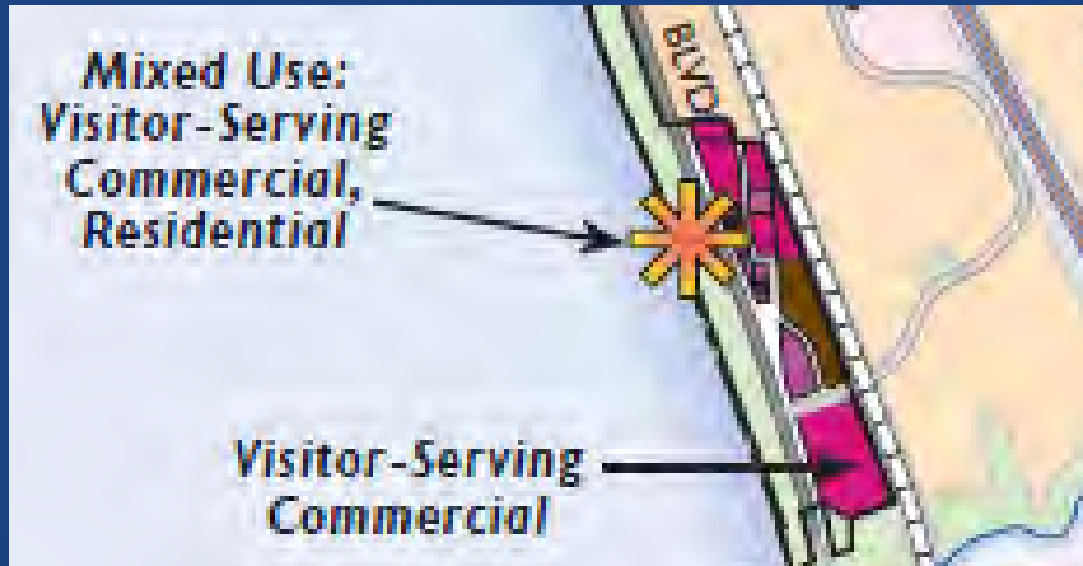
- Community core values
- Workshops
- EC3 Committee
- Stakeholder interviews
- Survey

- Focus areas with development potential
- Workshops
- EC3 Committee
- Stakeholder interviews
- Survey

- Hybrid of best elements from alternatives
- Adopted by City Council

- Preferred Plan plus:
  - Mobility
  - Open Space
  - Other elements

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Core Value → General Plan Examples

Ponto area

- Note that policies also incorporate core values
  - *Economic Development, Business Diversity, and Tourism Element*
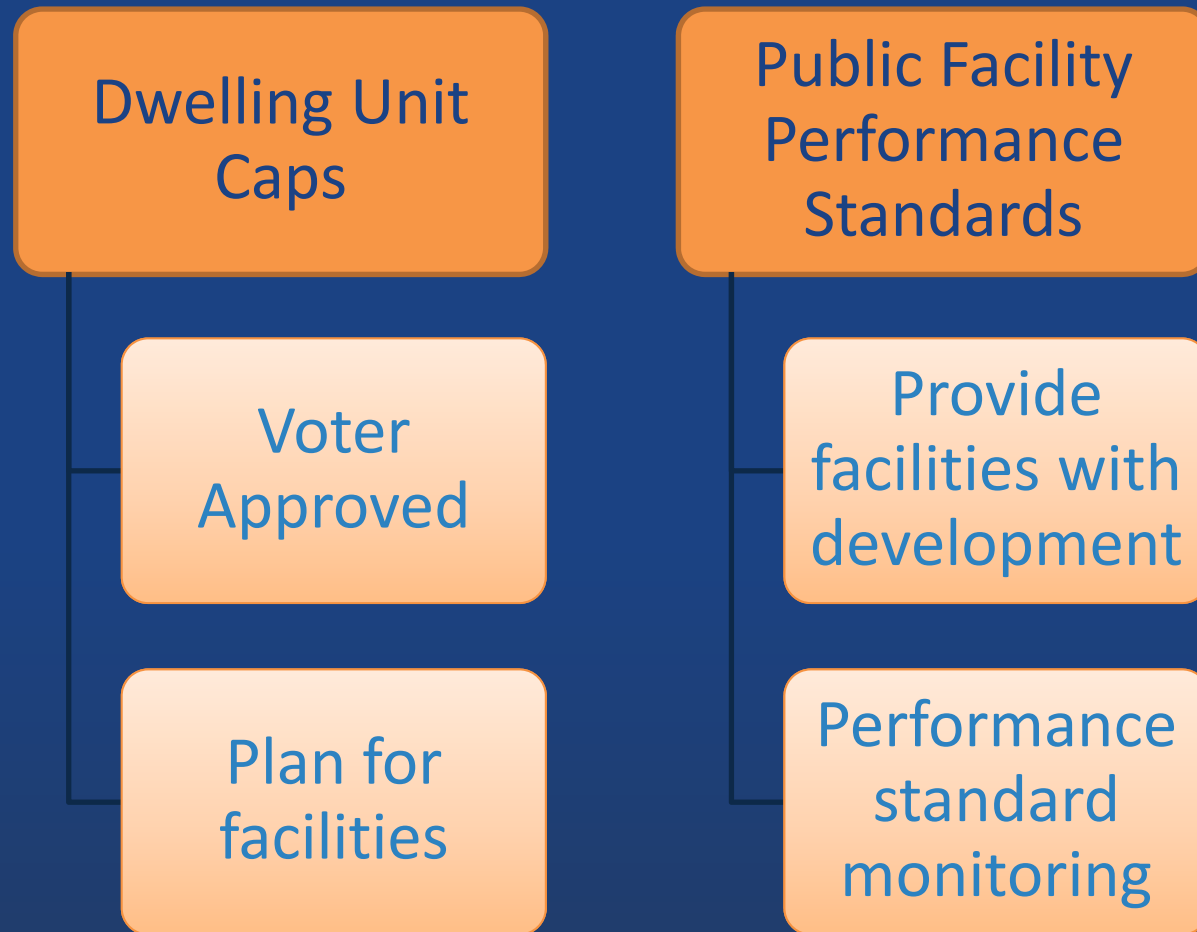
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Next Steps

- September/October 2013
  - Draft General Plan and Program Environmental Impact Report (EIR) available for public review

- January 2014
  - Begin public hearings for Planning Commission and City Council

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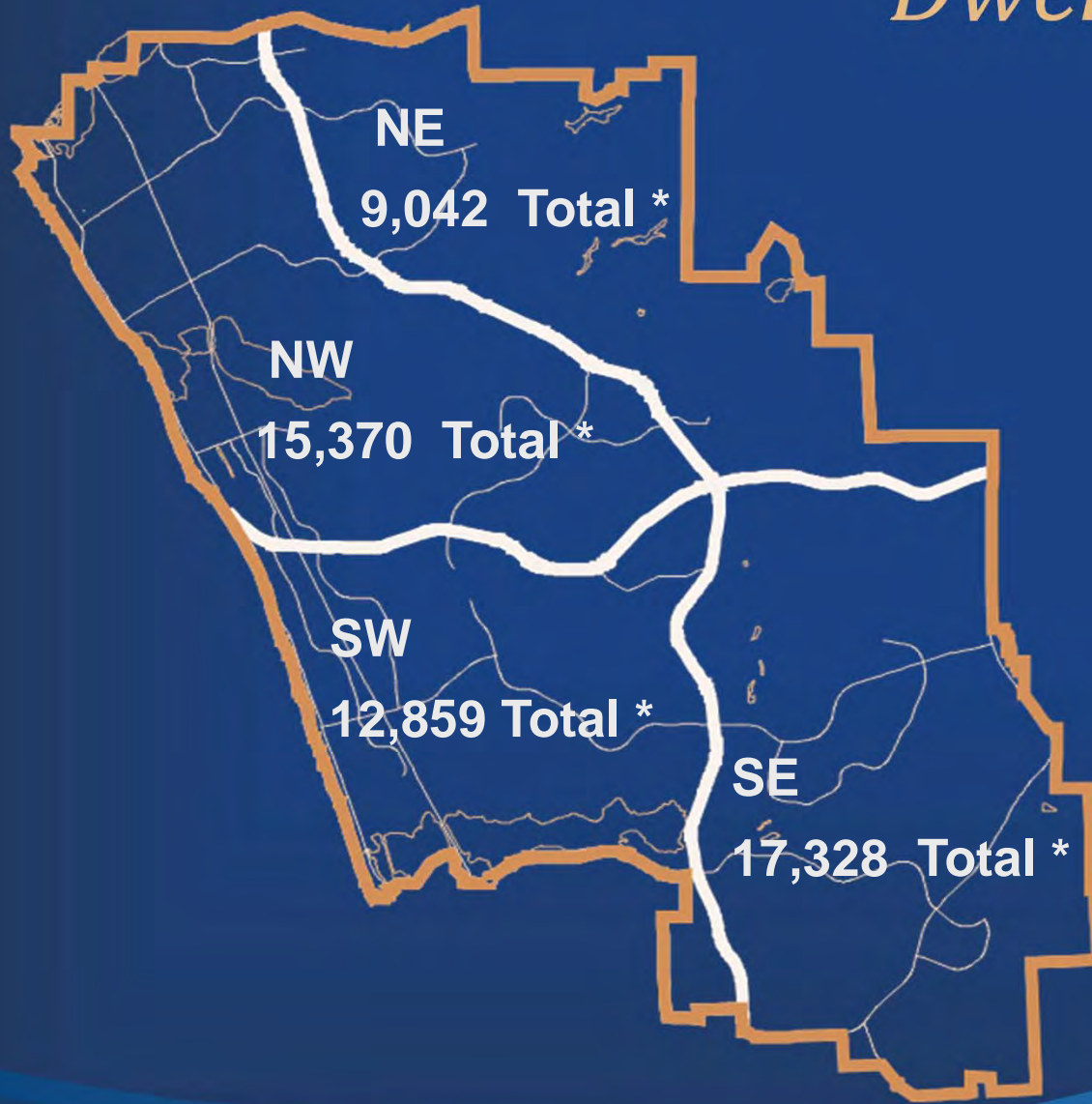# Growth Management Plan

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Growth Management Components

Dwelling Unit Caps

- Voter Approved
- Plan for facilities

Public Facility Performance Standards

- Provide facilities with development
- Performance standard monitoring

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Dwelling Unit Caps

NE

9,042 Total *

NW

15,370 Total *

SW

12,859 Total *

SE

17,328 Total *

Citywide Units
44,440   Existing
10,159   Future
54,599 Total*

No square footage limitation for industrial or commercial development

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Eleven Public Facilities and Services

City-Provided

- Circulation
- Open space
- Libraries
- Parks
- Fire response
- Drainage
- Sewer collection
- City administrative facilities

Other Agency-Provided

- Schools
- Emergency water storage
- Wastewater treatment

Performance Standards affect residential and non-residential development

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Growth Management Facilities

Dove Library

Alga Norte Park

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Future Growth Areas

On the road to buildout

Population

- 2013 – 108,246
- 2050 – 129,400 *

Land use   % Built out

- Residential: 81%
- Commercial: 90%
  - 107 acres vacant
- Industrial: 79%
  - 399 acres vacant

* Based on SANDAG Series 12 Regional Growth Forecast

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Future Growth

Questions?

Next Business Academy Session
Tuesday, September 24, 7:30 am
Topic: Governance & Goals

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